

From Japan to Singapore: Story behind STEAK SUDAKU's fast-casual wagyu revolution

23 May 2025 | News

Takaoki Nishino, CEO of STEAK SUDAKU



Takaoki Nishino, CEO of STEAK SUDAKU

Singapore's dynamic and diverse food scene has welcomed an exciting new addition – STEAK SUDAKU, a fast-casual concept redefining wagyu dining by offering premium Omi beef at affordable prices. Founded in Japan, STEAK SUDAKU aims to transform the perception of wagyu from a rare luxury to a mainstream experience, beginning with its first overseas franchise

in Singapore.

At the forefront of this expansion is Takaoki Nishino, CEO of STEAK SUDAKU, who brings a bold vision to the table: delivering the unmistakable taste of real Japanese wagyu in a modern, fast-paced format. In this exclusive interview with NUFFOODS Spectrum, Nishino discusses why Singapore was chosen as the launchpad for global growth, the unique concept behind STEAK SUDAKU, and how the brand plans to make "gathering" around quality food a global movement.

What inspired the decision to open STEAK SUDAKU in Singapore as your first overseas franchise location?

This is due to the fact that Singapore is an important central hub in Asia and with regards to the current saturated F&B market we believe there is a demand for speciality restaurants that are able to deliver good cost to performance.

Could you tell us more about the concept behind STEAK SUDAKU and how it differs from traditional Omi beef dining experiences?

We would like to make unmistakably real Japanese wagyu a mainstream item in Singapore. Our shop's concept is fast food with affordable yet tasty steaks being the main focus. Although Omi beef is one of the three major wagyu beef in Japan, it is not very well known yet in Singapore and we would like to spread the word about Omi beef.

What were some of the challenges and considerations in bringing authentic Omi beef to the Singapore market, both in terms of logistics and customer expectations?

The logistics arrangements between Japan and Singapore is very smooth. We are able to deliver to our Singapore restaurants without using of any freezing and within a few-day timeframe. We do also sell our cuts of beef to other restaurants and hotels in Singapore. Our main priority is to ensure that the customer receives the freshest and best condition cuts of beef.

How does STEAK SUDAKU balance preserving the tradition and premium quality of Omi beef with a fast-casual, modern dining approach?

Our main focus is to deliver tasty Omi beef at affordable price points. In that regard, we do not put much focus on the interior decor and being poised as a fast casual dining restaurant, we are able to deliver great tasting steaks at said affordable price points.

The name "Sudaku" carries a special meaning - could you share more about its origin and the story behind the brand identity?

Sudaku is written using the Japanese character "gather". Right now, we would like customers to gather and also our staff and other partners to gather as well. We would like to create a place to gather - not only in Japan but for the whole world and we are hoping that people from all walks of life would gather at our shop.

Looking ahead, what are your hopes and plans for STEAK SUDAKU's future, both in Singapore and potentially other markets?

We are planning for at least 10 outlets within Singapore. As for other markets, franchises have already been confirmed in the Philippines, Indonesia, Shanghai, Macau and Mongolia.

Shraddha Warde

shraddha.warde@mmactiv.com